## STATISTICS

# AF's 1st Annual Top Second 100

After ten years of developing our Top 100 list of the largest commercial fleets in corporate America we have extended our research to now identify the Top *Second* 100; or 101 to 200 for purists. It has been a monumental task for both lists since corporate mergers, centralization and decentralization, and new growth companies manifest changes in the lists almost daily.

We encountered a few problems that had surfaced ten years ago when our first compilation took place. Some companies were not familiar with the listing and were reluctant to cooperate initially. Our researchers found a way to develop the data through various alternative sources so this first-time effort at the Top *Second* 100 list may not include a few qualified firms but it is highly accurate and as complete as we could make it. We also uncovered a handful of firms that actually qualified for our original Top 100 list mainly because of centralization or mergers of dual smaller fleets in the past. These will be integrated properly into the 1990 listings.

In comparing the two Top 100 lists it is evident that company ownership is stronger among the Top *Second* 100.

In order to qualify for the Top *Second* 100, a fleet must be part of a business/corporate entity that has centralized automotive control. Companies operating driver reimbursement programs for employee-owned vehicles are not listed.

Fleet size is verified by the *Automotive Fleet* Research Department either by phone or mail inquiry. Counted as part of a fleet's total vehicles are company-controlled cars and light trucks and vans under 14,000 GVW. Not counted are lift trucks, trailers, or trucks larger than class 3. Approximately 150 large-fleet companies are selected from *AF's* circulation list to be recipients of the Top Second 100 survey questionnaire. In addition to fleet size, the survey's are used to determine whether a fleet is company-owned or fully- or partially-leased.

**REPRINTS OF TOP 2nd 100**

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## *AUTOMOTIVE FLEET*'s TOP SECOND 100

### Alphabetical Cross Reference

| Company Name | Rank | Company Name | Rank | Company Name | Rank | Company Name | Rank |
|---|---|---|---|---|---|---|---|
| Airborne Freight Corp. | 140 | Eaton Corporation | 139 | Mary Kay Cosmetics | 104 | Schering-Plough Corp. | 137 |
| Alco Standard Corp. | 155 | Emerson Electric Co. | 171 | Metpath, Inc. | 196 | Siemens Corp. | 102 |
| Alexander & Alexander | 151 | E.R. Squibb & Sons, Inc. | 135 | Miles Laboratories | 152 | Siemens Inform. Sys. Inc. | 178 |
| Allstate Insurance Co. | 138 | Fireman's Fund | 148 | Moore Business Forms | 160 | St. Paul Fire & Marine Ins. | 168 |
| American Building Maint. | 119 | Firestone, Inc. | 143 | Nalco Chemical Co. | 182 | Suburban Propane | 105 |
| American Family Ins. | 189 | Fleming Companies, Inc. | 130 | National Linen Service | 195 | Syntex Labs | 184 |
| American Greetings | 150 | Flowers Industries, Inc. | 129 | Nationwide Mutual Ins. | 123 | S.C. Johnson & Sons | 191 |
| American Home Products | 107 | Gallo/Vintage Wine Co. | 197 | Nestle Foods Corp. | 173 | Tektronix, Inc. | 167 |
| American Int'l Realty Co. | 166 | Gannett Supply Corp. | 128 | North American Philips | 173 | Terminex, Int'l | 121 |
| Anheuser-Busch Co. Inc. | 183 | General Electric Ind. Pow. | 109 | Ogden Allied Serv. Corp. | 115 | Texaco, Inc. (Western) | 147 |
| Automatic Data Proc. | 134 | General Electric Med. Sys. | 111 | Ohio Casualty Ins. Co. | 180 | Texaco, Inc. (Eastern) | 103 |
| A.H. Robins Co. Inc. | 194 | Gen. Corp./General Fire | 198 | Oxy USA, inc. | 187 | Texaco, Inc. (Central) | 112 |
| Babcock-Wilcox Co. | 177 | Gerber Products Co. | 200 | Parker-Hannifin Corp. | 192 | Textron, Inc. | 120 |
| Beckman Instruments | 190 | Harcourt Brace Jovanovich | 165 | Perkin Elmer | 188 | The American Tobacco | 193 |
| Bell & Howell Co. | 153 | Hobart Corp. | 149 | Petrolane Inc. | 132 | The Quaker Oats Co. | 170 |
| Campbell Sales Co. | 157 | Household Finance | 145 | Philips Med. Sys. | 136 | Thomas J. Lipton, Inc. | 181 |
| Chemlawn Corp. | 176 | ICI Americas Inc. | 114 | Picker Corp. | 164 | THW Customer Serv. | 185 |
| Chesapeake & Potomac | 101 | Int'l Rehabilitation | 175 | Pillsbury Co. | 118 | Union Electric Co. | 131 |
| CIBNA-Geigy Corp. | 156 | James River Corp. of VA | 127 | Reliance Elec. & Eng. | 163 | Union Oil Co. of CA | 162 |
| CNA Insurance | 186 | Johnson & Johnson | 142 | Roche Biomedical Lab. | 144 | United Cable Television | 159 |
| Colgate Palmolive Co. | 199 | Kemper Insurance Co. | 158 | Rockwell Int'l Corp. | 124 | U.S.G. Corp. | 126 |
| Combustion Eng., Inc. | 133 | K-Mart Corp. | 169 | R.J. Reynolds Tobacco | 106 | Warner Lambert Co. | 116 |
| ConRail | 108 | Land O' Lakes, Inc. | 179 | Safety Kleen Corp. | 117 | Wausau Ins. Co. | 154 |
| Consolidated Freightways | 122 | Lederle Lab. | 174 | Sandoz, Inc. | 141 | Weyerhauser Co. | 172 |
| C.P.P.-Pinkerton's Inc. | 161 | Lorillard, Inc. | 146 | Sara Lee Corp. | 110 | Wyeth-Ayerst Corp. | 125 |

# Top 2nd 100

| 89 Rank | Company & Headquarters | Fleet Contact(s) | Co. Owned | Lessor(s) | # Cars | #Trucks & Vans | Total |
|---|---|---|---|---|---|---|---|
| 101 | Chesapeake & Potomac<br>Silver Spring, MD | James K. Boles | X | — | 2,222 | 6,142 | 8,364 |
| 102 | Siemens Corp.<br>Iselin, NJ | John Connelly | X | — | 4,000 | 3,000 | 7,000 |
| 103 | Texaco Inc. (Eastern)<br>White Plains, NY | Alexander Hamilton | X | PHH | 2,190 | 3,680 | 5,870 |
| 104 | Mary Kay Cosmetics<br>Dallas, TX | John DeLuna | — | ARI | 5,100 | 6 | 5,106 |
| 105 | Suburban Propane<br>Whippany, NJ | Scott Braun | X | — | 500 | 3,700 | 4,200 |
| 106 | R.J. Reynolds Tobacco, Co. | Vicky Brady<br>Winston-Salem, NC | X | — | 1,784 | 2,308 | 4,092 |
| 107 | American Home Products<br>New York, NY | Elizabeth Witkowski | X | — | 3,700 | 100 | 3,800 |
| 108 | ConRail<br>Philadelphia, PA | Paul Rossi | X | — | 550 | 3,100 | 3,650 |
| 109 | General Electric Ind. Pow.<br>Norcross, GA | Carmen Noakes | X | GEC Flt. | 2,835 | 315 | 3,150 |
| 110 | Sara Lee Corp.<br>Chicago, IL | Lynn Ritsema | — | PHH | 1,500 | 1,600 | 3,100 |

| '89 Rank | Company & Headquarters | Fleet Contact(s) | Co. Owned | Lessor(s) | # Cars | #Trucks & Vans | Total |
|---|---|---|---|---|---|---|---|
| 111 | General Electric Med. Sys.<br>Waukesha, WI | Ed Tohl | X | GEC Flt | 3,000 | — | 3,000 |
| 112 | Texaco Inc. (Central)<br>Houston, TX | Bernard Byre | — | PHH | 813 | 2,100 | 2,913 |
| 113 | North American Philips Corp.<br>New York, NY | Mary Beth | X | ARI | 2,500 | 400 | 2,900 |
| 114 | ICI Americas Inc.<br>Wilmington, DE | Mary Chamberlin | X | ARI | 2,415 | 463 | 2,878 |
| 115 | Ogden Allied Service Corp.<br>New York, NY | R. Brandeberry | X | — | 1,500 | 1,300 | 2,800 |
| 116 | Warner Lambert Co.<br>Prof. Prods.<br>Morris Plains, NJ | Ed Olesky<br>James Hunt | X | — | 2,400 | 350 | 2,750 |
| 117 | Safety Kleen Corp.<br>Elgin, IL | Richard Knippschild | X | — | 400 | 2,300 | 2,700 |
| 118 | Pillsbury Co.<br>Minneapolis, MN | Sam Simmons | X | — | 2,053 | 505 | 2,558 |
| 119 | American Building Maint. Co.<br>San Francisco, CA | Ellie Walsch | X | — | 1,500 | 1,000 | 2,500 |
| 120 | Textron, Inc.<br>Providence, RI | Howard Maurer | X | — | 1,800 | 600 | 2,400 |
| 121 | Terminex, Int'l<br>Memphis, TN | Lomax Springfield | — | Wheels | 660 | 1,713 | 2,373 |
| 122 | Consolidated Freightways<br>Menlo Park, CA | Tom Baylis | X | GEC Flt. | 2,230 | 28 | 2,258 |
| 123 | Nationwide Mutual Ins. Co.<br>Columbus, OH | Gail Royer | — | Wheels | 2,200 | 3 | 2,203 |

| '89 Rank | Company & Headquarters | Fleet Contact(s) | Co. Owned | Lessor(s) | # Cars | #Trucks & Vans | Total |
|---|---|---|---|---|---|---|---|
| 124 | Rockwell International Corp. Pittsburgh, PA | Gary Galiano | — | So. Gate Lsg., Bailey Lsg. | 1,950 | 200 | 2,150 |
| 125 | Wyeth-Ayerst Corp. Radnor, PA | Colleen Quinn | — | Wheels | 2,040 | 100 | 2,140 |
| 126 | U.S.G. Corp. Chicago, IL | Mary Sabathne | — | ARI, Donlen | 1,200 | 900 | 2,100 |
| 127 | James River Corp. of Virginia Richmond, VA | Rita Stokes Ernie Strauss | — | ARI, PHH, Associates | 1,600 | 400 | 2,000 |
| 128 | Gannett Supply Corp. Arlington, VA | Fran Jolles William Hee | X | — | 1,500 | 500 | 2,000 |
| 129 | Flowers Industries, Inc. Thomasville, GA | Mark Worthey | X | — | 0 | 2,000 | 2,000 |
| 130 | Fleming Companies Oklahoma City, OK | Wayne Lankford | X | — | 900 | 1,100 | 2,000 |
| 131 | Union Electric Co. St. Louis, MO | Walt Caesar | X | — | 604 | 1,355 | 1,959 |
| 132 | Petrolane Inc. Long Beach, CA | Steve Haverfield | X | — | 248 | 1,552 | 1,800 |
| 133 | Combustion Engineering Inc. Windsor, CT | Donald LePard | — | McCullagh, ARI | 800 | 1,000 | 1,800 |
| 134 | Automatic Data Processing Roseland, NJ | Mike Sankowitch | X | GEC Flt. | 1,550 | 250 | 1,800 |
| 135 | E.R. Squibb & Sons, Inc. Plainsboro, NJ | Tony Sacco | — | PHH | 1,693 | 41 | 1,734 |
| 136 | Philips Medical Systems Shelton, CT | Rose Klevozich | — | PHH | 1,400 | 300 | 1,700 |

| '89 Rank | Company & Headquarters | Fleet Contact(s) | Co. Owned | Lessor(s) | # Cars | #Trucks & Vans | Total |
|---|---|---|---|---|---|---|---|
| 137 | Schering-Plough<br>Cranford, NJ | Robert Keckeissen | — | PHH | 1,500 | 125 | 1,625 |
| 138 | Allstate Insurance Co.<br>Northbrook, IL | Donald F. Gorr | X | — | 1,489 | 132 | 1,621 |
| 139 | Eaton Corp.<br>Cleveland, OH | Robert J. Wagner<br>Marcia A. Duncan<br>Ileen Thomas | — | LMV Leasing,<br>GEC Flt. | 1,325 | 295 | 1,620 |
| 140 | Airborne Freight Corp.<br>Seattle, WA | Martin Langley | X | — | 412 | 1,200 | 1,612 |
| 141 | Sandoz, Inc.<br>E. Hanover, NJ | Barbara Eutsler | X | — | 1,600 | 6 | 1,606 |
| 142 | Johnson & Johnson<br>New Brunswick, NJ | Joyce E. Donini | X | — | 1,400 | 200 | 1,600 |
| 143 | Firestone, Inc.<br>Chicago, IL | Mel Martin | — | GEC Flt. | 600 | 1,000 | 1,600 |
| 144 | Roche Biomedical Lab., Inc.<br>Burlington, NC | Jane Crabbe | — | Wheels | 1,581 | — | 1,581 |
| 145 | Household Finance<br>Prospect Heights, IL | Mary Warwick | X | — | 1,550 | 25 | 1,575 |
| 146 | Lorillard, Inc.<br>New York, NY | Sal J. Giacci | — | — | 505 | 1,055 | 1,560 |
| 147 | Texaco, Inc. (Western)<br>Los Angeles, CA | Ray Takai | — | PHH | 760 | 770 | 1,530 |
| 148 | Fireman's Fund<br>Novato, CA | Sylvia Jones | X | — | 1,517 | 13 | 1,530 |
| 149 | Hobart Corp.<br>Troy, OH | Mark Welty<br>Kathy Baker | — | GEC Flt.<br>Wheels | 507 | 996 | 1,503 |
| 150 | American Greetings<br>Brooklyn, OH | Gene Lusnek | — | PHH, LMV,<br>Wheels | 1,450 | 50 | 1,500 |

| '89 Rank | Company & Headquarters | Fleet Contact(s) | Co. Owned | Lessor(s) | # Cars | #Trucks & Vans | Total |
|---|---|---|---|---|---|---|---|
| 151 | Alexander & Alexander<br>Owings Mill, MD | Rich Wetzel | X | — | 1,500 | — | 1,500 |
| 152 | Miles Laboratories, Inc.<br>Elkhart, IL | Debbie Bailey | — | Wheels | 1,347 | 94 | 1,441 |
| 153 | Bell & Howard<br>Skokie, IL | Mike Winfield | X | Wheels | 1,400 | 40 | 1,440 |
| 154 | Wausau<br>Wausau, IL | Jean Heisler<br>Robert Rakow | -- | GEC Flt.<br>USFL | 1,400 | 11 | 1,411 |
| 155 | Alco Standard<br>Valley Forge, PA | Jean Festa<br>JoAnn Tripp | — | Wheels | 1,136 | 375 | 1,411 |
| 156 | CIBA-Geigy Corp.<br>Summit, NJ | Barbara Bell | X | — | 1,400 | 5 | 1,405 |
| 157 | Campbell Sales Co.<br>Camden, NJ | Charles Schnerr | X | — | 1,300 | 100 | 1,400 |
| 158 | Kemper Insurance Co.<br>Long Grove, IL | Mary Leclair<br>Frank Pastorino | X | — | 1,365 | 12 | 1,377 |
| 159 | United Cable Television<br>Denver, CO | Richard Belkie | X | — | 270 | 1,100 | 1,370 |
| 160 | Moore Business Forms, Inc.<br>Glenview, IL | Chuck Blaise | X | — | 1,350 | 0 | 1,350 |
| 161 | C.P.P.—Pinkerton's Inc.<br>Van Nuys, CA | Leslie Waskin | X | USFL | 1,053 | 280 | 1,333 |
| 162 | Union Oil Co. of Calif.<br>Los Angeles, CA | Ken Ogata | X | — | 1,300 | — | 1,300 |
| 163 | Reliance Electric & Eng. Co.<br>Cleveland, OH | Phil Tedeschi | X | — | 900 | 400 | 1,300 |

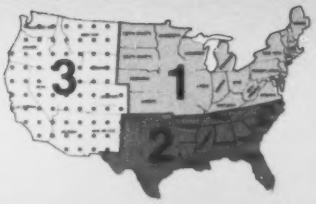
| '89 Rank | Company & Headquarters | Fleet Contact(s) | Co. Owned | Lessor(s) | # Cars | #Trucks & Vans | Total |
|---|---|---|---|---|---|---|---|
| 164 | Picker Corp.<br>Highland Heights, OH | Betty Strader | X | — | 1,249 | 50 | 1,299 |
| 165 | Harcourt Brace Jovanovich, Inc.<br>Orlando, FL | Keith L. Smith<br>Bill Owen | X | GEC Flt.<br>Donlen | 682 | 580 | 1,262 |
| 166 | American Int'l Realty Co.<br>Manchester, NH | Ed Rogers | X | — | 1,252 | 3 | 1,255 |
| 167 | Tektronic, Inc.<br>Beaverton, OR | Johnnie Schmauder | X | — | 1,078 | 174 | 1,252 |
| 168 | St. Paul Fire & Marine Ins.<br>St. Paul, MN | Paul King | X | GEC Flt. | 1,249 | 3 | 1,252 |
| 169 | K-Mart Corp.<br>Troy, MI | Jim Wright | X | — | 1,160 | 72 | 1,232 |
| 170 | The Quaker Oats, Co.<br>Barrington, IL | Linda Teetmeyer | — | LMV | 1,170 | 50 | 1,220 |
| 171 | Emmerson Electric Co.<br>St. Louis, MO | Robert White | — | GEC Flt.<br>Enterprise,<br>LendLease | 1,067 | 147 | 1,214 |
| 172 | Weyerhauser Co.<br>Tacoma, WA | Donna McKivor | — | Nickerson | 800 | 400 | 1,200 |
| 173 | Nestle Foods Corp<br>Purchase, NY | John Stellabotte | X | — | 1,150 | 50 | 1,200 |
| 174 | Lederle Lab.<br>Wayne, NJ | Nora Tanis | — | ARI | 1,200 | — | 1,200 |
| 175 | International Rehabilitation<br>Wayne, PA | Pat Kays | X | — | 1,200 | — | 1,200 |
| 176 | Chemlawn Corp.<br>Columbia, OH | Jim Hughes | X | — | 200 | 1,000 | 1,200 |

| '89 Rank | Company & Headquarters | Fleet Contact(s) | Co. Owned | Lessor(s) | # Cars | #Trucks & Vans | Total |
|---|---|---|---|---|---|---|---|
| 177 | Babcock-Wilcox<br>Barbertown, OH | Glenn Westover | X | — | 800 | 400 | 1,200 |
| 178 | Siemens Inform. Sys. Inc.<br>Boca Raton, FL | Robert Morris | -- | ARI, MAL | 225 | 950 | 1,175 |
| 179 | Land O' Lakes, Inc.<br>Minneapolis, MN | Bruce Charon | — | Farmcredit,<br>GEC Flt. | 801 | 357 | 1,158 |
| 180 | Ohio Casualty Ins. Co.<br>Hamilton, OH | Mike Ulrich | X | — | 1,150 | 4 | 1,154 |
| 181 | Thomas J. Lipton, Inc.<br>Englewood Cliffs, NJ | George Maheu<br>Samuel Mauro | — | GEC Flt. | 1,125 | 25 | 1,150 |
| 182 | Nalco Chemical Co.<br>Naperville, IL | Cary Schiltz | X | — | 900 | 250 | 1,150 |
| 183 | Anheuser-Busch Co. Inc.<br>St. Louis, MO | Harold Kessel | X | — | 1,150 | — | 1,150 |
| 184 | Syntex Labs<br>Palo Alto, CA | Bob Schlossareck | — | ARI, Wheels,<br>GEC Flt. | 1,100 | 40 | 1,140 |
| 185 | TRW Customer Service<br>Fairfield, NJ | Carol Mitchell | — | USFL | 650 | 450 | 1,100 |
| 186 | CNA Insurance<br>Chicago, IL | David Gisselman<br>Michael Wagner | X | — | 1,100 | — | 1,100 |
| 187 | Oxy USA, Inc.<br>Tulsa, OK | Ron Dudlye | — | Wheels | 210 | 880 | 1,090 |
| 188 | Perkin Elmer<br>Norwalk, CT | Dick Fischer | — | GEC Flt.<br>PHH | 779 | 296 | 1,075 |

| '89 Rank | Company & Headquarters | Fleet Contact(s) | Co. Owned | Lessor(s) | # Cars | #Trucks & Vans | Total |
|---|---|---|---|---|---|---|---|
| 189 | American Family Insurance Madison, WI | Richard Zink | X | — | 1,051 | 16 | 1,067 |
| 190 | Beckman Instruments, Inc. Fullerton, CA | Carol Homer | X | — | 270 | 782 | 1,052 |
| 191 | S.C. Johnson & Sons, Inc. Racine, WI | Karen Fries | X | — | 1,000 | 40 | 1,040 |
| 192 | Parker-Hannifin Corp. Cleveland, OH | Leona Latini | — | McCullagh, GE Capital | 900 | 130 | 1,030 |
| 193 | The American Tobacco Co. Chester, VA | Gerald Newmark | X | — | 950 | 76 | 1,026 |
| 194 | A.H. Robins Co., Inc. Richmond, VA | William Netherwood | X | — | 984 | 22 | 1,006 |
| 195 | National Linen Service Atlanta, GA | Tom Spight | X | — | 400 | 600 | 1,000 |
| 196 | Metpath, Inc. Teterboro, NJ | Mike Meyer | X | — | 900 | 100 | 1,000 |
| 197 | Gallo/Vintage Wine Co. Los Angeles, CA | Laverne Morgan | X | — | 970 | 30 | 1,000 |
| 198 | Gen. Corp. — General Fire Akron, OH | Robert Klausman | X | — | 350 | 585 | 935 |
| 199 | Colgate Palmolive Co. New York, NY | Gary Palmietto | X | | 900 | 20 | 920 |
| 200 | Gerber Products Co. Menlo Park, CA | Dan Rozycki | X | — | 771 | 136 | 907 |
| | TOTALS | | | | 129,767 | 61,640 | 191,407 |

# USED CARS

The following are average used-car prices for the period ending March 1, 1989. Prices are based on wholesale activity at major dealers across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically in IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in *Automotive Fleet* by special permission of Automotive Market Report.




| Model | AVERAGE AUCTION PRICE Zone 1 | Zone 2 | Zone 3 |
|---|---|---|---|
| **87 BUICK SKYHAWK** | | | |
| Cust Coupe | 5451 | 5505 | 5341 |
| Cust Sdn | 5533 | 5588 | 5422 |
| **87 BUICK CENTURY** | | | |
| Cust Sdn | 6961 | 7031 | 6822 |
| **86 BUICK CENTURY** | | | |
| Cust Sdn | 5637 | 5693 | 5525 |
| **87 BUICK SKYLARK** | | | |
| Cust Sdn | 6868 | 6936 | 6731 |
| **86 BUICK SKYLARK** | | | |
| Cust Sdn | 5660 | 5715 | 5546 |
| **87 BUICK SOMERSET REGAL** | | | |
| Coupe | 6868 | 6936 | 6731 |
| **87 BUICK RIVIERA** | | | |
| Coupe | 10,406 | 10,509 | 10,196 |
| **86 BUICK RIVIERA** | | | |
| Coupe | 9093 | 9184 | 8910 |
| **87 BUICK LE SABRE** | | | |
| Cust Sdn | 8675 | 8760 | 8500 |
| **87 CADILLAC DE VILLE** | | | |
| Cpe | 13,285 | 13,418 | 13,020 |
| Sdn | 13,449 | 13,584 | 13,181 |
| **86 CADILLAC DE VILLE** | | | |
| Cpe | 10,681 | 10,791 | 10,470 |
| Sdn | 10,822 | 10,932 | 10,607 |
| **87 CADILLAC SEVILLE** | | | |
| Sdn | 14,735 | 14,883 | 14,440 |
| **86 CADILLAC SEVILLE** | | | |
| Sdn | 13,343 | 13,475 | 13,075 |
| **87 CHEVY CAMARO** | | | |
| Cpe | 7057 | 7128 | 6915 |
| **86 CHEVY CAMARO** | | | |
| Cpe | 6001 | 6062 | 5883 |
| **87 CHEVY CAVALIER** | | | |
| Sdn | 5092 | 5143 | 4990 |
| **86 CHEVY CAVALIER** | | | |
| Sdn | 4116 | 4159 | 4036 |
| **87 CHEVY CELEBRITY** | | | |
| Sdn | 6296 | 6359 | 6169 |
| **86 CHEVY CELEBRITY** | | | |
| Sdn | 4975 | 5025 | 4876 |
| **87 CHEVY CAPRICE** | | | |
| Sdn | 7193 | 7263 | 7048 |
| **87 CHEVY CORSICA** | | | |
| Sdn | 6228 | 6291 | 6105 |
| **87 CHEVY BERETTA** | | | |
| Cpe | 8097 | 8176 | 7934 |
| **87 CHRYSLER LE BARON** | | | |
| Sdn | 6253 | 6314 | 6127 |
| **86 CHRYSLER LE BARON** | | | |
| Cpe | 5047 | 5096 | 4946 |
| Sdn | 5096 | 5148 | 4996 |
| **87 CHRYSLER FIFTH AVENUE** | | | |
| Sdn | 9522 | 9615 | 9330 |
| **86 CHRYSLER FIFTH AVENUE** | | | |
| Sdn | 7974 | 8053 | 7817 |
| **87 DODGE OMNI AMERICA** | | | |
| Htchbk 5 Dr | 4093 | 4134 | 4011 |
| **86 DODGE OMNI** | | | |
| Htchbk 4 Dr | 3114 | 3143 | 3050 |
| **87 DODGE ARIES** | | | |
| Sdn | 5025 | 5074 | 4923 |
| **86 DODGE ARIES** | | | |
| Sdn | 3933 | 3972 | 3854 |
| **87 DODGE DIPLOMAT** | | | |
| Sln Sdn | 5698 | 5755 | 5584 |
| **86 DODGE DIPLOMAT** | | | |
| Sln Sdn | 4611 | 4660 | 4519 |
| **87 DODGE 600** | | | |
| Sdn | 5902 | 5961 | 5783 |
| **86 DODGE 600** | | | |
| Sdn | 4694 | 4739 | 4600 |
| **87 FORD ESCORT** | | | |
| Htchbk 4 Dr GL Series | 4499 | 4544 | 4408 |
| **86 FORD ESCORT** | | | |
| Htchbk 4 Dr L Series | 3291 | 3325 | 3224 |
| **87 FORD MUSTANG** | | | |
| LX-4 Cpe | 6030 | 6090 | 5908 |
| **86 FORD MUSTANG** | | | |
| LX-4 Cpe | 4847 | 4894 | 4749 |
| **87 FORD TAURUS** | | | |
| GL Sdn 4 Dr | 7349 | 7423 | 7201 |
| **87 FORD TEMPO** | | | |
| GL Sdn 4 Dr | 5260 | 5314 | 5155 |
| **86 FORD TEMPO** | | | |
| GL Sdn 4 Dr | 4177 | 4217 | 4090 |
| **86 FORD LTD** | | | |
| Sdn | 4306 | 4351 | 4221 |
| **87 FORD CROWN VIC** | | | |
| Sdn | 9244 | 9336 | 9061 |
| **86 FORD CROWN VIC** | | | |
| Sdn | 7645 | 7722 | 7490 |
| **87 FORD THUNDERBIRD** | | | |
| Cpe | 8170 | 8252 | 8008 |
| **86 FORD THUNDERBIRD** | | | |
| Cpe | 6541 | 6606 | 6411 |
| **87 LINCOLN CONTINENTAL** | | | |
| Sdn | 15,109 | 15,260 | 14,805 |
| Town Car Sdn | 13,739 | 13,877 | 13,464 |
| Mark VII Cpe | 14,822 | 14,971 | 14,527 |
| **86 LINCOLN CONTINENTAL** | | | |
| Sdn | 12,365 | 12,489 | 12,118 |
| Town Car Sdn | 11,325 | 11,440 | 11,099 |
| Mark VII Cpe | 12,126 | 12,247 | 11,884 |
| **87 MERCURY COUGAR** | | | |
| LS Cpe | 8581 | 8668 | 8412 |
| **86 MERCURY COUGAR** | | | |
| LS Cpe | 7254 | 7326 | 7108 |
| **87 MERCURY TOPAZ** | | | |
| GS Sdn 4 Dr | 5297 | 5348 | 5188 |
| **86 MERCURY TOPAZ** | | | |
| GS Sdn 4 Dr | 4243 | 4284 | 4157 |
| **86 MERCURY MARQUIS** | | | |
| Sdn | 4387 | 4431 | 4299 |
| **87 MERCURY GRAND MARQUIS** | | | |
| Sdn GS | 9784 | 9881 | 9586 |
| **86 MERCURY GRAND MARQUIS** | | | |
| Sdn | 8276 | 8359 | 8111 |
| **87 NISSAN SENTRA** | | | |
| Sedan 2 Dr | 4316 | 4359 | 4229 |
| **87 NISSAN STANZA** | | | |
| E Ntch 4 Dr | 6846 | 6914 | 6708 |
| **87 NISSAN MAXIMA** | | | |
| SE Sedan | 10,360 | 10,463 | 10,152 |
| **86 NISSAN SENTRA** | | | |
| Std Sedan 2 Dr | 3227 | 3259 | 3163 |
| **86 NISSAN STANZA** | | | |
| GL Ntch 4 Dr | 5520 | 5575 | 5410 |
| **86 NISSAN MAXIMA** | | | |
| SE Sedan | 8545 | 8631 | 8374 |
| **87 OLDS FIRENZA** | | | |
| Sedan | 5533 | 5588 | 5422 |
| **86 OLDS FIRENZA** | | | |
| Sedan | 4460 | 4502 | 4370 |
| **87 OLDS CIERA** | | | |
| S Coupe | 6944 | 7013 | 6805 |
| Sedan | 7024 | 7094 | 6883 |
| **86 OLDS CIERA** | | | |
| LS Coupe | 5504 | 5560 | 5394 |
| LS Sedan | 5571 | 5627 | 5462 |
| **87 OLDS CALAIS** | | | |
| Sedan | 6862 | 6930 | 6725 |
| **87 OLDS CUTLASS SUPREME** | | | |
| Coupe | 7874 | 7953 | 7718 |
| Sedan | 7874 | 7953 | 7718 |
| **86 OLDS CUTLASS SUPREME** | | | |
| Coupe | 6280 | 6343 | 6154 |
| Sedan | 6122 | 6182 | 5998 |
| **87 OLDS 98** | | | |
| Regency Sedan | 10,232 | 10,334 | 10,029 |
| **86 OLDS 98** | | | |
| Rocy Sedan | 8388 | 8470 | 8218 |
| **87 PLYMOUTH HORIZON** | | | |
| Htchbk 5 Dr | 4065 | 4106 | 3986 |
| **86 PLYMOUTH HORIZON** | | | |
| Htchbk 4 Dr | 3108 | 3138 | 3045 |
| **87 PLYMOUTH RELIANT** | | | |
| Sedan | 5029 | 5079 | 4928 |
| **86 PLYMOUTH RELIANT** | | | |
| Sedan | 3916 | 3955 | 3837 |
| **87 PLYMOUTH CARAVELLE** | | | |
| SE Sedan | 5825 | 5882 | 5706 |
| **87 PLYMOUTH GRAN FURY** | | | |
| Salon Sedan | 5691 | 5748 | 5577 |
| **86 PLYMOUTH GRAN FURY** | | | |
| Salon Sedan | 4632 | 4678 | 4540 |
| **87 PONTIAC SUNBIRD** | | | |
| SE Coupe | 5320 | 5373 | 5213 |
| Sedan | 5339 | 5393 | 5234 |
| **86 PONTIAC SUNBIRD** | | | |
| SE Coupe | 4386 | 4428 | 4296 |
| Sedan | 4421 | 4467 | 4334 |
| **87 PONTIAC 6000** | | | |
| Coupe | 6524 | 6588 | 6393 |
| Sedan | 6600 | 6666 | 6469 |
| **86 PONTIAC 6000** | | | |
| Coupe | 5175 | 5227 | 5073 |
| Sedan | 5236 | 5289 | 5133 |
| **87 PONTIAC GRAND AM** | | | |
| Sedan | 7066 | 7138 | 6925 |
| **87 PONTIAC FIREBIRD** | | | |
| Coupe | 7135 | 7204 | 6990 |
| **86 PONTIAC FIREBIRD** | | | |
| Coupe | 6078 | 6137 | 5955 |
| **87 PONTIAC BONNEVILLE** | | | |
| Sedan | 8722 | 8811 | 8547 |
| **86 PONTIAC BONNEVILLE** | | | |
| Sedan | 5888 | 5948 | 5770 |
| **87 PONTIAC GRAND PRIX** | | | |
| Coupe | 7878 | 7957 | 7720 |
| **86 PONTIAC GRAND PRIX** | | | |
| Coupe | 6349 | 6413 | 6221 |
| **87 TOYOTA COROLLA** | | | |
| Sedan 4 Dr Deluxe | 5958 | 6016 | 5838 |
| **87 TOYOTA CAMRY** | | | |
| Sedan 4 Dr Deluxe | 8728 | 8815 | 8553 |
| **87 TOYOTA CRESSIDA** | | | |
| Lux Sedan | 12,747 | 12,873 | 12,491 |
| **86 TOYOTA COROLLA** | | | |
| Sedan 4 Dr Deluxe | 4941 | 4971 | 4823 |
| **86 TOYOTA CAMRY** | | | |
| Sedan 4 Dr Deluxe | 6621 | 6687 | 6489 |
| **86 TOYOTA CRESSIDA** | | | |
| Lux Sedan | 9911 | 10,010 | 9713 |
| **87 VOLKSWAGEN JETTA** | | | |
| Sedan 4 Dr | 6807 | 6876 | 6672 |
| **86 VOLKSWAGEN JETTA** | | | |
| Sedan 4 Dr | 5732 | 5789 | 5617 |

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# GAS PRICES

| City | UNLEADED Cost Per Gallon Unleaded Full-Serve | Self-Serve |
|---|---|---|
| Pine Bluff, AR | 122.9¢ | 80.9¢ |
| Modesto, CA | 113.9 | 78.2 |
| New Haven, CT | 132.9 | 110.2 |
| Key West, FL | 137.9 | 107.4 |
| Atlanta, GA | 126.5 | 78.7 |
| Maui, HI | 171.5 | 130.3 |
| Chicago, IL | 134.8 | 96.7 |
| Wichita, KS | 127.9 | 88.1 |
| Boston, MA | 113.1 | 100.9 |
| Royal Oak, MI | 136.4 | 91.9 |
| St. Charles, MO | 101.9 | 77.4 |
| Albany, NY | 123.4 | 96.4 |
| Philadelphia, PA | 114.9 | 92.1 |
| Columbia, SC | 124.4 | 88.4 |
| Yakima, WA | 159.9 | 104.9 |

Survey conducted during the first five working days of March 1989.
Supplied by Runzheimer International, Runzheimer Park, Rochester, WI.

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may 1989

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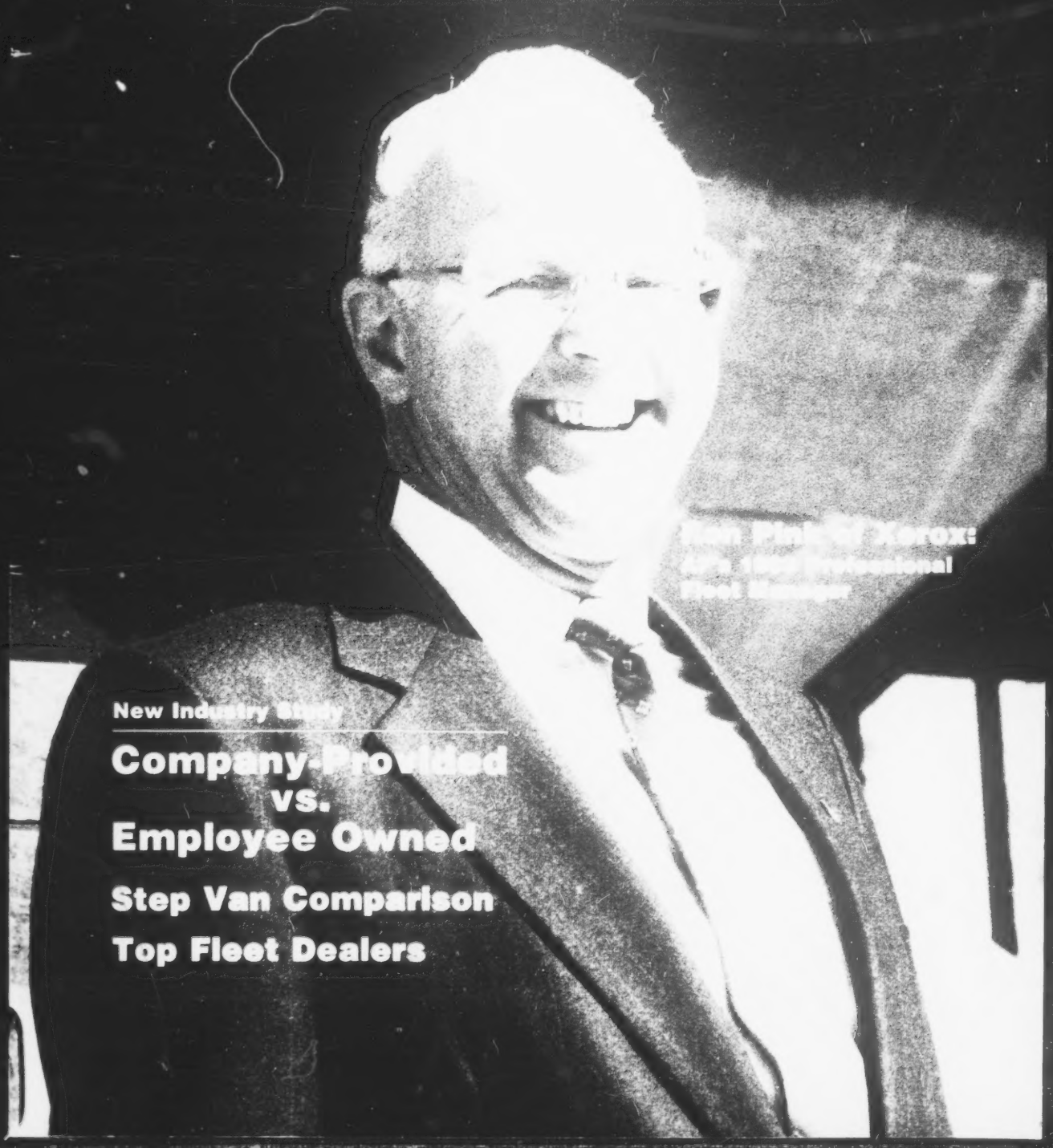

New Industry Study

## Company-Provided vs. Employee Owned

## Step Van Comparison

## Top Fleet Dealers

automotive
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BOBIT PUBLISHING

MAY 1989
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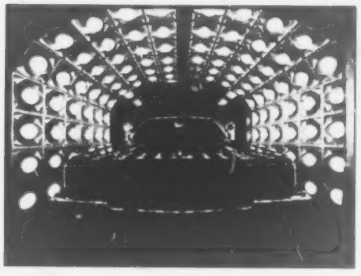

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On the cover: Ron Pink, business manager, vehicle fleet business for Xerox Corp., has been voted the winner of *Automotive Fleet's* Professional Fleet Manager Award. Interview starts on page 25.

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*This year's winner discusses his 26-year career, changes that have occurred in the fleet industry, and his current responsibilities.*

**29** **Company-Provided Cars Proven More Economical**
*A new study has shown company-provided vehicles to be more economical to both the company and employee drivers.*

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*In one of the largest privatization contracts, this county's fleet is now managed and maintained by an independent contractor.*

**44** **Courier Uses Fleet Credit Card Management Program**
*With the assistance of Phillips 66's station control card service, Priority Air Courier is improving the efficiency of its 12-unit fleet.*

**52** **The Top-Selling Fleet Dealers of 1988**
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## INDUSTRY STUDY

*A new, comprehensive study demonstrates company-provided vehicles are more economical to both company and driver. The study was sponsored by the NAFA Foundation and conducted by Ernst & Whinney.*

# Company-Provided Cars Proven More Economical

The total life cycle cost of a leased car provided to an employee is $1,160 or 10.5 percent cheaper than the equivalent vehicle purchased by the driver, according to a new survey by the accounting firm of Ernst & Whinney.

The accounting firm also says its data indicates a similar corporate savings would be true for corporate-owned cars as it is for leased units, but that aspect was not studied in detail at this time.

The survey was released at a packed meeting of the National Association of Fleet Administrators' (NAFA) Annual Conference in New York City last month. It was commissioned by the NAFA Foundation Inc., a nonprofit organization formed in 1976 by the association to promote and encourage educational programs and finance research projects.

"When you consider that company fleets range in size from 25 cars to more than 50,000, saving (as much as) $1,200 per vehicle is no small efficiency," says Warren Feirer, president of the NAFA Foundation and former fleet administrator for Nabisco Brands.

Feirer says he is "99 percent certain of the accuracy" of the report's conclusions.

"For years, people in boardrooms and employee lounges have debated the relative economic merits of (vehicle) provision and reimbursement without the benefit of hard numbers," says Feirer, now a fleet consultant. "This study should help executives make more informed decisions."

**Chart 1**
**Comparison of Total Vehicle Net Present Value Costs**
**Base Case**

| Cost Component | Company Provision | Employee Provision |
|---|---|---|
| Net Acquisition and Finance Costs | $7,867 | $9,888 |
| Operation and Maintenance Costs | $3,619 | $4,342 |
| Administration and Insurance Costs and Taxes and Fees | $3,620 | $2,503 |
| Income Taxes | ($5,182) | ($5,649) |
| TOTAL | $9,924 | $11,084 |

—Source: Ernst & Whinney

### Major Conclusions

The three conclusions of the Ernst & Whinney report were:

- Company provision is more economical from the joint company/employee perspective by a substantial amount.
- The employee is either marginally or substantially better off economically under company provision.
- The company may be substantially better or worse off economically under company provision, depending primarily on the employee reimbursement or personal use chargeback method used.

"For the average sales or service rep, this study outlines a win-win proposition," says Robert E. Taggart Jr., senior manager of Ernst & Whinney's National Transportation Consulting Group in Washington, D.C. "It says to the employee, 'If

your job description requires you to spend your life on the road, parking a company car in your driveway means more money in your pocket and a better contribution to your company's bottom line."

The survey is based on a comparison of all relevant costs associated with maintaining and operating a mid-sized sedan such as a Chevrolet Celebrity, Dodge Dynasty, or Ford Taurus, says Taggart, who co-directed the study with Paul Lauria of the same office.

"In order to provide for an 'apples to apples' comparison, identical vehicle and vehicle use characteristics—make, model, optional equipment, annual mileage, retention cycle, financing period, and insurance coverage—were assumed for both the company-provided and the employee-provided vehicle. These parameters were established on the basis of information about typical business car use obtained through a survey of NAFA members and through a review of several large leasing company databases." The company-provided mid-sized sedans used in the comparison were leased. Other methodology is included in the accompanying story.

Including all costs, the mid-sized car would cost a company $9,924, and $11,084 if provided by the employee. Assuming a standard 85 percent business and 15 percent personal use, company leasing of a car would cost the employer $7,597, compared with $8,320 if supplied by the employee. Also, personal use of a company car would cost the employee $2,327 over the life of the vehicle, compared with $2,764 if the employee were to drive his own car for business and personal use.

The survey determined the net cost of acquiring and financing the car alone (not including operating, administration, and other expenses) was lower by $2,021 for the company than for the individual employee; $7,867 vs. $9,888. (See Chart 1.)

"The substantial difference in acquisition cost reflects the relatively greater buying power, resulting principally from economies of scale, of a leasing company over that of an individual," says the study report. "The cost to an individual is approximately midway between dealer cost and manufacturer's suggested retail price (MSRP)."

The possibility of factory rebates was not considered, the report says, but such discounts would tend to favor corporations "because fleet rebates are available year-round whereas retail rebates are not."

Operating and maintenance costs also are more costly to the employee buying his own car compared with a company leased unit. The survey says it costs an average of $3,619 for a company and $4,342 for an employee.

"Operating and maintenance costs included expenses for fuel, oil, tires, maintenance, and repairs," says the study. "...the principal source of the difference is lower maintenance and repair costs for company-provided vehicles...due primarily to the fact that companies usually pay less for maintenance and repair by using national account programs than do individuals who use retail vendors. It generally is believed that national account program costs are about 25 percent lower than retail costs."

The area that cost companies more to provide a leased car was in administration and insurance costs and taxes and fees. The survey reveals it costs the company $3,620 compared with $2,503, or $1,117 more over the fleet life of the car.

"The difference in management and administration cost reflects the greater degree of responsibility a company has for a car it provides to an employee than for a car owned by the employee," says the study. "Nevertheless, the use of employee-

**Chart 2**
**Comparison of Net Present Value Costs Incurred by Each Party**
**Base Case**

| Cost Component | Company Provision* | | Employee Provision* | |
|---|---|---|---|---|
| | Company Cost | Employee Cost | Company Cost | Employee Cost |
| Net Acquisition and Finance Costs | $6,667 | $1,200 | $8,321 | $1,569 |
| Operation and Maintenance Costs | $3,055 | $ 564 | $3,607 | $ 735 |
| Administration and Insurance Costs and Taxes and Fees | $3,057 | $ 563 | $2,041 | $ 460 |
| Income Taxes | ($5,182) | $ 0 | ($5,649) | $ 0 |
| TOTAL | $7,597 | $2,327 | $8,320 | $2,764 |

*In each case, the employee is assumed to incur 15 percent of before-tax cost of the vehicle and about 23 percent of after-tax cost.

—Source: Ernst & Whinney

provided vehicles to meet business car needs is not cost free to the company from the standpoint of administration. The company must devote personnel time and other resources—often including consulting fees—to ensure that employees are properly reimbursed for the business use of their vehicles."

Insurance costs are higher, the survey says, because of the costs associated with the mix of self-insurance and commercial premium costs most companies face.

On the other hand, taxes and fees are slightly higher for the employee and this reflects the higher cost of the vehicle to the individual.

Income taxes are deducted from the costs of both the company and the individual because of the deductibility of business expenses under federal and state tax laws.

"There is no tax deduction for the employee because the chargeback and reimbursement methods are assumed to be structured so that the employee is fully reimbursed for business use of the vehicle and thus pays only for the personal use of the vehicle and such costs are not deductible under tax law," says the Ernst & Whinney report.

"The tax deduction is higher for the company under employee (owned) provision because the cost of owning and operating a vehicle is higher under this scenario."

The study says the fact the total cost of a business car is lower under the company provision "does not automatically imply that this method of meeting business car needs is more advantageous to the company." However, a look at a comparison of costs incurred in the case of a company-provided versus an employee-provided car shows the company saves $723 by providing a leased car while the employee would save $437.

As noted in Chart 2, under the company-provided situation, a corporation will spend a net of $7,597 for the car while the employee portion of the cost is $2,327. On the employee-provided side, the company reimbursement net cost is $8,320 versus $2,764 for the employee.

"Under both scenarios, the employee incurs 15 percent of the before-tax cost of the vehicle and approximately 23 percent of the after-tax cost. Since the employee cannot claim any deduction for personal use, his before- and after-tax cost is the same; the company's ability to deduct business expenses effectively lowers its before-tax cost . . ." AF

## How The Study Was Done

The research study was done during 14 weeks of 1989 by Ernst & Whinney, the Big Eight accounting firm. The work was carried out by Robert E. Taggart Jr. and Paul T. Lauria of the firm's National Transportation Consulting Group, Washington, D.C.

The study focused on identifying and comparing against one another the cost to the company, the cost to the employee, and the combined total cost to both of a typical fleet car when provided by the company and when provided by the employee. All relevant costs associated with owning and operating a business car were considered, including direct fixed and variable expenses, and indirect expenses.

Identical vehicle and vehicle use characteristics—make, model, optional equipment, annual mileage, retention cycle, financing period, and insurance coverage—were assumed for both the company-leased and the employee-provided vehicle. The parameters were established after a survey of NAFA members and through a review of several large leasing company databases.

Cost comparisons were not conducted for every possible combination of vehicle and fleet characteristics. The study focused on identifying and comparing costs only of mid-sized sedans used by sales and service representatives.

Vehicles used by fleets of all sizes were included and the potential impact on unit cost of differences in fleet size was explored through sensitivity analyses. Cost comparisons for specific categories of fleet size were not conducted. Similarly, cost comparisons were not performed for vehicles located in every state but only in Massachusetts, Pennsylvania, Illinois, Minnesota, Florida, Tennessee, Texas, Colorado, and California.

The base case results presented in the report accurately reflect the experience of the typical corporate sales and service fleet vehicle which has the following attributes:

- Four-door, mid-sized sedan with a six-cylinder engine, automatic transmission, air conditioning, tinted glass, cruise control, and tilt steering wheel.
- 50-month, open-ended operating lease.
- 28-month retention cycle.
- 25,000 miles of operation per year and approximately 58,000 cumulative miles at disposal.

To provide a fair comparison of the two vehicle provision methods, Ernst & Whinney says identical or comparable assumptions were used for employee-owned and provided vehicles. Identical vehicles (including options), retention cycles, and annual mileage levels were assumed. Whereas a 50-month lease was assumed for the employer-provided vehicle because that is the standard tax amortization cycle, a 48-month loan was assumed for the employee-provided vehicle.

For copies of the study, contact NAFA headquarters.

# USED CARS

The following are average used-car prices for the period ending April 1, 1989. Prices are based on wholesale activity at major dealers across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically in IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in *Automotive Fleet* by special permission of Automotive Market Report.

| Model | Zone 1 | Zone 2 | Zone 3 |
|---|---|---|---|
| **87 BUICK SKYHAWK** | | | |
| Cust Coupe | 5386 | 5439 | 5277 |
| Cust Sdn | 5466 | 5521 | 5357 |
| **87 BUICK CENTURY** | | | |
| Cust Sdn | 6864 | 6933 | 6727 |
| **86 BUICK CENTURY** | | | |
| Cust Sdn | 5603 | 5659 | 5491 |
| **87 BUICK SKYLARK** | | | |
| Cust Sdn | 6813 | 6880 | 6677 |
| **86 BUICK SKYLARK** | | | |
| Cust Sdn | 5615 | 5669 | 5501 |
| **87 BUICK SOMERSET REGAL** | | | |
| Coupe | 6813 | 6880 | 6677 |
| **87 BUICK RIVIERA** | | | |
| Coupe | 10,323 | 10,425 | 10,115 |
| **86 BUICK RIVIERA** | | | |
| Coupe | 9003 | 9092 | 8821 |
| **87 BUICK LE SABRE** | | | |
| Cust Sdn | 8572 | 8655 | 8398 |
| **87 CADILLAC DE VILLE** | | | |
| Cpe | — | — | — |
| Sdn | 13,179 | 13,311 | 12,916 |
| **86 CADILLAC DE VILLE** | | | |
| Cpe | 10,596 | 10,705 | 10,387 |
| Sdn | 10,736 | 10,844 | 10,522 |
| **87 CADILLAC SEVILLE** | | | |
| Sdn | 15,332 | 15,486 | 15,024 |
| **86 CADILLAC SEVILLE** | | | |
| Sdn | 13,210 | 13,341 | 12,945 |
| **87 CHEVY CAMARO** | | | |
| Cpe | 6959 | 7028 | 6819 |
| **86 CHEVY CAMARO** | | | |
| Cpe | 5917 | 5978 | 5801 |
| **87 CHEVY CAVALIER** | | | |
| Sdn | 5031 | 5081 | 4930 |
| **86 CHEVY CAVALIER** | | | |
| Sdn | 4058 | 4101 | 3980 |
| **87 CHEVY CELEBRITY** | | | |
| Sdn | 6208 | 6270 | 6083 |
| **86 CHEVY CELEBRITY** | | | |
| Sdn | 4905 | 4955 | 4808 |
| **87 CHEVY CAPRICE** | | | |
| Sdn | 7121 | 7191 | 6978 |
| **87 CHEVY CORSICA** | | | |
| Sdn | 5932 | 5993 | 5815 |
| **87 CHEVY BERETTA** | | | |
| Cpe | 6406 | 6470 | 6276 |
| **87 CHRYSLER LE BARON** | | | |
| Sdn | 6147 | 6207 | 6023 |
| **86 CHRYSLER LE BARON** | | | |
| Cpe | 4977 | 5025 | 4877 |
| Sdn | 5025 | 5076 | 4926 |
| **87 CHRYSLER FIFTH AVENUE** | | | |
| Sdn | 9379 | 9471 | 9190 |
| **86 CHRYSLER FIFTH AVENUE** | | | |
| Sdn | 7839 | 7917 | 7684 |
| **87 DODGE OMNI AMERICA** | | | |
| Htchbk 5 Dr | 4023 | 4064 | 3943 |
| **86 DODGE OMNI** | | | |
| Htchbk 4 Dr | 3077 | 3105 | 3014 |
| **87 DODGE ARIES** | | | |
| Sdn | 4965 | 5014 | 4864 |
| **86 DODGE ARIES** | | | |
| Sdn | 3878 | 3916 | 3800 |
| **87 DODGE DIPLOMAT** | | | |
| Sln Sdn | 5601 | 5658 | 5490 |
| **86 DODGE DIPLOMAT** | | | |
| Sln Sdn | 4547 | 4595 | 4456 |
| **87 DODGE 600** | | | |
| Sdn | 5831 | 5589 | 5714 |
| **86 DODGE 600** | | | |
| Sdn | 4784 | 4831 | 4685 |
| **87 FORD ESCORT** | | | |
| Htchbk 4 Dr GL Series | 4446 | 4489 | 4355 |
| **86 FORD ESCORT** | | | |
| Htchbk 4 Dr L Series | 3245 | 3279 | 3179 |
| **87 FORD MUSTANG** | | | |
| LX-4 Cpe | 5958 | 6018 | 5837 |
| **86 FORD MUSTANG** | | | |
| LX-4 Cpe | 4775 | 4821 | 4678 |
| **87 FORD TAURUS** | | | |
| GL Sdn 4 Dr | 7261 | 7334 | 7115 |
| **87 FORD TEMPO** | | | |
| GL Sdn 4 Dr | 5208 | 5261 | 5103 |
| **86 FORD TEMPO** | | | |
| GL Sdn 4 Dr | 4127 | 4167 | 4042 |
| **86 FORD LTD** | | | |
| Sdn | 4254 | 4299 | 4171 |
| **87 FORD CROWN VIC** | | | |
| Sdn | 9151 | 9243 | 8971 |
| **86 FORD CROWN VIC** | | | |
| Sdn | 7569 | 7645 | 7416 |
| **87 FORD THUNDERBIRD** | | | |
| Cpe | 8088 | 8170 | 7928 |
| **86 FORD THUNDERBIRD** | | | |
| Cpe | 6475 | 6540 | 6347 |
| **87 LINCOLN CONTINENTAL** | | | |
| Sdn | 15,034 | 15,184 | 14,731 |
| Town Car Sdn | 13,671 | 13,807 | 13,397 |
| Mark VII Cpe | 14,748 | 14,896 | 14,454 |
| **86 LINCOLN CONTINENTAL** | | | |
| Sdn | 12,266 | 12,390 | 12,021 |
| Town Car Sdn | 11,234 | 11,349 | 11,011 |
| Mark VII Cpe | 12,029 | 12,149 | 11,790 |
| **87 MERCURY COUGAR** | | | |
| LS Cpe | 8495 | 8582 | 8321 |
| **86 MERCURY COUGAR** | | | |
| LS Cpe | 7182 | 7253 | 7037 |
| **87 MERCURY TOPAZ** | | | |
| GS Sdn 4 Dr | 5245 | 5294 | 5136 |
| **86 MERCURY TOPAZ** | | | |
| GS Sdn 4 Dr | 4192 | 4233 | 4107 |
| **86 MERCURY MARQUIS** | | | |
| Sdn | 4334 | 4378 | 4248 |
| **87 MERCURY GRAND MARQUIS** | | | |
| Sdn GS | 9735 | 9831 | 9538 |
| **86 MERCURY GRAND MARQUIS** | | | |
| Sdn | 8210 | 8292 | 8047 |
| **87 NISSAN SENTRA** | | | |
| Sedan 2 Dr | 4230 | 4272 | 4144 |
| **87 NISSAN STANZA** | | | |
| E Ntch 4 Dr | 6709 | 6776 | 6574 |
| **87 NISSAN MAXIMA** | | | |
| SE Sedan | 10,153 | 10,254 | 9949 |
| **86 NISSAN SENTRA** | | | |
| Std Sedan 2 Dr | 3162 | 3194 | 3100 |
| **86 NISSAN STANZA** | | | |
| GL Ntch 4 Dr | 5410 | 5463 | 5302 |
| **86 NISSAN MAXIMA** | | | |
| SE Sedan | 8374 | 8458 | 8207 |
| **87 OLDS FIRENZA** | | | |
| Sedan | 5466 | 5521 | 5357 |
| **86 OLDS FIRENZA** | | | |
| Sedan | 4416 | 4457 | 4326 |
| **87 OLDS CIERA** | | | |
| S Coupe | 6847 | 6915 | 6710 |
| Sedan | 6926 | 6995 | 6787 |
| **86 OLDS CIERA** | | | |
| LS Coupe | 5471 | 5526 | 5362 |
| LS Sedan | 5537 | 5593 | 5430 |
| **87 OLDS CALAIS** | | | |
| Sedan | 6808 | 6874 | 6671 |
| **87 OLDS CUTLASS SUPREME** | | | |
| Coupe | 7811 | 7889 | 7657 |
| Sedan | 7811 | 7889 | 7657 |
| **86 OLDS CUTLASS SUPREME** | | | |
| Coupe | 6230 | 6292 | 6105 |
| Sedan | 6073 | 6132 | 5950 |
| **87 OLDS 98** | | | |
| Regency Sedan | 10,110 | 10,210 | 9909 |
| **86 OLDS 98** | | | |
| Rgcy Sedan | 8304 | 8386 | 8136 |
| **87 PLYMOUTH HORIZON** | | | |
| Htchbk 5 Dr | 3997 | 4036 | 3918 |
| **86 PLYMOUTH HORIZON** | | | |
| Htchbk 4 Dr | 3071 | 3100 | 3009 |
| **87 PLYMOUTH RELIANT** | | | |
| Sedan | 4969 | 5019 | 4869 |
| **86 PLYMOUTH RELIANT** | | | |
| Sedan | 3862 | 3900 | 3783 |
| **87 PLYMOUTH CARAVELLE** | | | |
| SE Sedan | 5726 | 5783 | 5609 |
| **87 PLYMOUTH GRAN FURY** | | | |
| Salon Sedan | 5594 | 5651 | 5483 |
| **86 PLYMOUTH GRAN FURY** | | | |
| Salon Sedan | 4568 | 4612 | 4476 |
| **87 PONTIAC SUNBIRD** | | | |
| SE Coupe | 5267 | 5319 | 5161 |
| Sedan | 5188 | 5238 | 5082 |
| **86 PONTIAC SUNBIRD** | | | |
| SE Coupe | 4333 | 4375 | 4245 |
| Sedan | 4297 | 4341 | 4212 |
| **87 PONTIAC 6000** | | | |
| Coupe | 6433 | 6496 | 6304 |
| Sedan | 6508 | 6573 | 6379 |
| **86 PONTIAC 6000** | | | |
| Coupe | 5103 | 5154 | 5002 |
| Sedan | 5163 | 5215 | 5061 |
| **87 PONTIAC GRAND AM** | | | |
| Sedan | 7010 | 7081 | 6869 |
| **87 PONTIAC FIREBIRD** | | | |
| Coupe | 7035 | 7104 | 6892 |
| **86 PONTIAC FIREBIRD** | | | |
| Coupe | 5993 | 6051 | 5872 |
| **87 PONTIAC BONNEVILLE** | | | |
| Sedan | 8617 | 8706 | 8444 |
| **86 PONTIAC BONNEVILLE** | | | |
| Sedan | 5841 | 5900 | 5724 |
| **87 PONTIAC GRAND PRIX** | | | |
| Coupe | 7815 | 7893 | 7659 |
| **86 PONTIAC GRAND PRIX** | | | |
| Coupe | 6311 | 6375 | 6183 |
| **87 TOYOTA COROLLA** | | | |
| Sedan 4 Dr Deluxe | 5869 | 5926 | 5750 |
| **87 TOYOTA CAMRY** | | | |
| Sedan 4 Dr Deluxe | 8597 | 8683 | 8425 |
| **87 TOYOTA CRESSIDA** | | | |
| Lux Sedan | 12,428 | 12,551 | 12,179 |
| **86 TOYOTA COROLLA** | | | |
| Sedan 4 Dr Deluxe | 4823 | 4872 | 4727 |
| **86 TOYOTA CAMRY** | | | |
| Sedan 4 Dr Deluxe | 6489 | 6553 | 6359 |
| **86 TOYOTA CRESSIDA** | | | |
| Lux Sedan | 9762 | 9860 | 9567 |
| **87 VOLKSWAGEN JETTA** | | | |
| Sedan 4 Dr | 6637 | 6704 | 6505 |
| **86 VOLKSWAGEN JETTA** | | | |
| Sedan 4 Dr | 5617 | 5673 | 5505 |

## CALENDAR

### MAY

**2-7**—The National Vehicle Leasing Association's National Conference, The Marriott Hotel, San Diego, CA. Information: (213) 838-3170.

**3**—The Mudgett Group's Rental Management Workshop, Holiday Inn-Airport North, Atlanta, GA. Information: (904) 672-1040.

**4-5**—Basic Management Inc.'s Train the Trainer Workshop for car-rental operators, Holiday Inn-Airport North, Atlanta, GA. Information: (312) 930-9322.

**8-9**—Seminar on Leak Detection & Monitoring Methods for Underground Storage Tanks, The Copley Plaza, Boston, MA. For information on this and other dates, call (215) 643-5466.

**16-19**—Thrifty Car Rental Convention, Marriott River Center, San Antonio, TX. Information: (918) 665-3930.

**21-24**—National Cable Television Association Conference, Convention Center, Dallas, TX. Information: (202) 463-7905.

### JUNE

**11-15**—Electric Utilities Fleet Managers Association Conference, Williamsburg Lodge & Conference Center, Williamsburg, VA.

**27-28**—Runzheimer International's Mobility Management Conference, Woodfield Hilton and Towers, Arlington Heights, IL. Information: (800) 942-9949.

### JULY

**12-14**—International Trucking Show, Convention Center, Anaheim, CA. Information: (415) 349-4876.

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## GAS PRICES

**UNLEADED**

| City | Cost Per Gallon Unleaded Full-Serve | Self-Serve |
|---|---|---|
| Anchorage, AK | 140.3c | 104.3c |
| Mobile, AL | 136.2 | 94.3 |
| Kingman, AZ | 153.2 | 123.4 |
| Long Beach, CA | 150.4 | 109.9 |
| Denver, CO | 137.2 | 109.7 |
| Washington, DC | 142.8 | 103.7 |
| Maui, HI | 180.6 | 140.3 |
| Waterloo, IA | 149.0 | 112.0 |
| Louisville, KY | 137.9 | 102.9 |
| Minneapolis, MN | 143.8 | 108.3 |
| Raleigh, NC | 136.9 | 110.9 |
| Las Vegas, NV | 141.9 | 109.9 |
| Poughkeepsie, NY | 130.4 | 106.4 |
| Oil City, PA | 105.9 | 90.9 |
| Madison, WI | 146.4 | 117.4 |

Survey conducted during the first five working days of April 1989.
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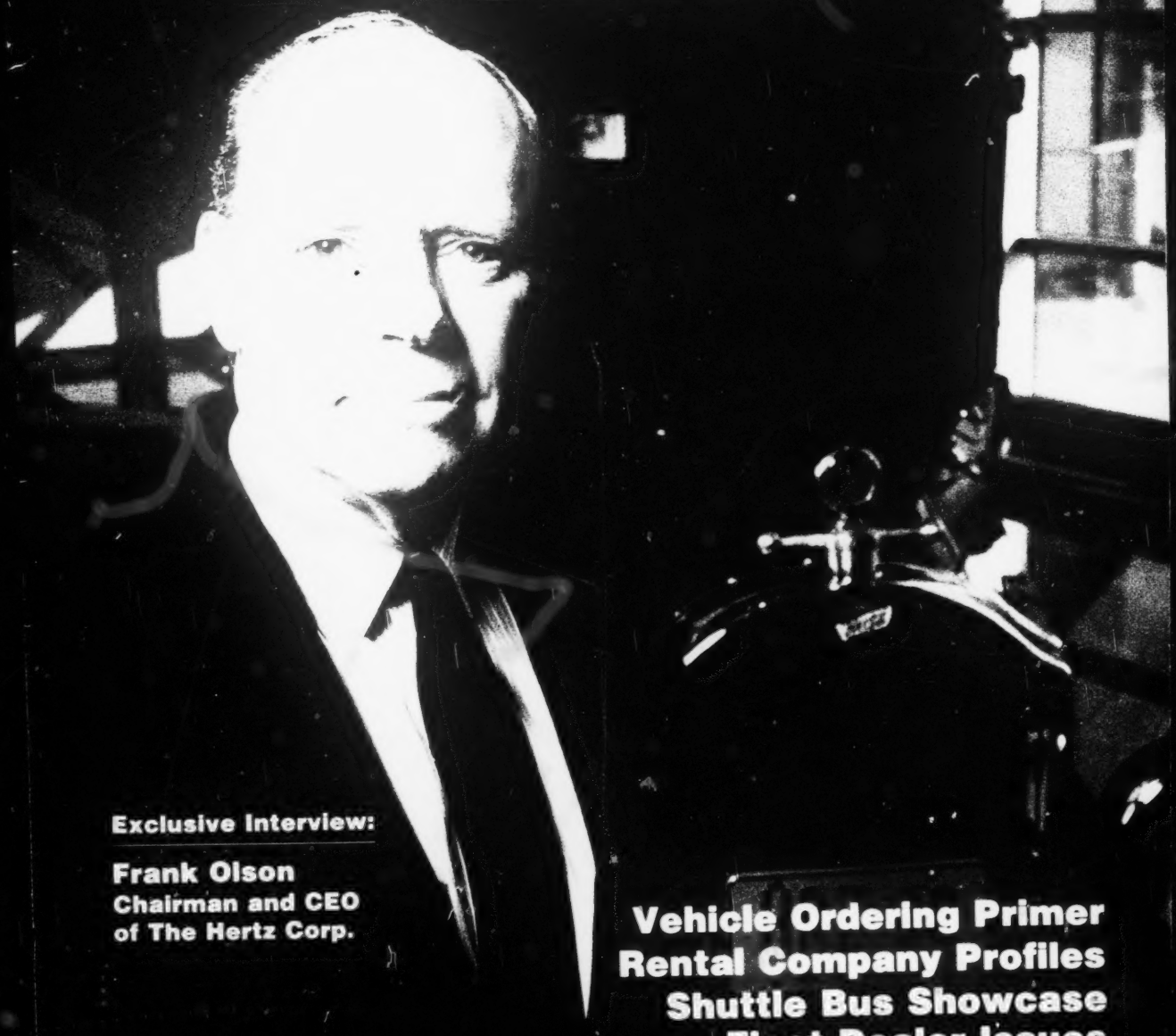
a bobit publication

june 1989

# automotive FLEET

CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE



**Exclusive Interview:**

**Frank Olson**
**Chairman and CEO**
**of The Hertz Corp.**

**Vehicle Ordering Primer**
**Rental Company Profiles**
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